

Fairtrade report 2023-2024

Vicki Harris Sustainability Team
on behalf of UWE Bristol and The Student Union at UWE

Contents

| | |
|---|---|
| Contents..... | 2 |
| Introduction | 3 |
| MN001 Leadership and Strategy | 3 |
| MN002 Leadership and Strategy | 3 |
| MN003 Leadership and Strategy | 4 |
| MN004 Campaigning and Influencing..... | 4 |
| MN005 Campaigning and Influencing..... | 5 |
| MN006 Procurement Retail and Catering | 6 |
| MN007 Procurement Retail and Catering | 6 |
| MN008 Procurement Retail and Catering | 6 |
| MN009 Research and Curriculum..... | 7 |
| MN010 Research and curriculum | 8 |
| MN011 Outcomes..... | 8 |

Introduction

This report represents the commitment and ongoing work of UWE Bristol and The Student Union at UWE working in partnership to deliver Fairtrade at the University. It covers all aspects of our work - campaigning, leadership and strategy, research and curriculum, retail and hospitality, and procurement and innovation.

It has 11 sections which reflect the headings of our SMART action plan used in support of our Fairtrade award. It is to be read in conjunction with the action plan, which details how our impact is to be measured and is accessible from this webpage

<https://www.uwe.ac.uk/about/values-vision-strategy/sustainability/fairtrade-facts-and-benefits/fairtrade-progress> under the heading 'The Supporters' network'.

The publication of this report on our public facing website is a measure of our commitment to public accountability for actions taken in support of Fairtrade, Trade Justice and Ethical consumption here at the university.

MN001 Leadership and Strategy

'Meeting of Fairtrade coordinating group on a regular basis to oversee our progress in general and in particular to achieve FT university status.'

Our coordinating partnership group (known as 'the supporters' network') is made up of members from the University and The Student Union at UWE located in key roles and areas of activity: an elected representative from the Student Union, an elected Vice President, the Head of UWE Procurement, the SU Retail manager and the shop manager, UWE General manager Hospitality, UWE staff and student engagement lead (includes Teaching and Learning), SU Student engagement coordinator, plus any interested students and staff. Combined they have a wide range of contact and influence across different areas of the university which enables them to deliver the Fairtrade agenda. The SU elected representative plays a particularly important role in terms of driving the commitment to getting the Fairtrade message across to students through social media and other channels. For membership of the coordinating group see list on our [Fairtrade progress](#) page under section 'Supporters network'. The group reports to the Sustainability Executive committee which has oversight of the delivery of the [Sustainability agenda](#) of the university as a whole.

Working together, the group meets termly (and more often as needed), and ensures that that progress is being made throughout the year and that the criteria outlined in our SMART plan (details below) are being met, with actions and activities being divided up between group members as appropriate.

MN002 Leadership and Strategy

'To develop and work to a SMART action plan.'

The partnership has a SMART action plan on how it will progress Fairtrade within the University as a whole. The different areas of the plan are developed and used for reference

by the people who attend the stakeholder group listed under 'Supporters' Network' as detailed above. The SMART plan is reported on an ongoing operational basis at the regular Teams meetings and on an ongoing basis by the UWE sustainability engagement coordinator to UWE Head of Environment and Sustainability.

The SMART plan includes all operations as advised by the Fairtrade award mandatory criteria such as leadership and strategy, procurement and catering, campaigning and influencing, engagement and communications, as well as research and curriculum – all with a strong focus on clear monitoring and evaluation of activities. The plan is made publicly available on the [Fairtrade progress](#) page under the heading 'Supporters Network'.

Fairtrade is also referenced in other [institutional plans](#) – namely our Responsible Procurement ESG policy on page 3 under 'Social', our Sustainable Food plan pages 4 and 10, and our Sustainability Engagement Framework on page 7.

MN003 Leadership and Strategy

'The partnership has published a public commitment of intent to support and champion Fairtrade and its values within the last two years signed by senior management across the organisations and their retail and catering outlets.'

The partnership has comprehensively embedded Fairtrade into the Sustainability section of the University's external facing website both in terms of general policies, a specific Fairtrade statement and designated webpages which illustrate the partnership's ongoing commitment to Fairtrade, namely;

- Our joint Statement on Fairtrade dated March 2024 which contains our public commitment of intent to support and champion Fairtrade and its values, available on our [policy and strategy documents](#) page under the heading 'Sustainability statements'. It is endorsed by the Sustainability executive committee membership made up of [senior management representatives](#) and the SU President and key staff members.
- Our detailed statements on our adoption of Fairtrade and our practices and procedures available on the [sustainability](#) page, linking to an explanation of [Fairtrade](#) and UWE Bristol [practices and procedures](#).

MN004 Campaigning and Influencing

'The partnership has held a series of events/promotions/engagement activities during Fairtrade Fortnight (February/March every year) and has measured impact across the events.'

The University and Student Union partnership held a series of retail promotions, events and activities during its Fairtrade Fortnight 2024 and measured its impact in terms of sales, attendance at events and social media views (for a detailed report including data figures email sustainability@uwe.ac.uk).

When planning the fortnight, we aimed to team up with different groups across the university to widen the impact of our activities and to reach audiences we wouldn't normally reach with focussed stand-alone events. So, for example we placed a talk within the curriculum, so that the students attending the lecture as part of their studies were exposed to Fairtrade; we teamed up with Student Societies, with our Global cafes for International students and with staff climate action groups. We also designed some of the events to have wide appeal, such as bake sales and free Fairtrade cafes.

During the 2024 Fortnight, we ran a series of events related to Fairtrade, including a talk by a Fairtrade clothing company, our annual attitudinal survey, promotions and discounts in our shops and cafes to encourage students look for Fairtrade labels when buying products and groceries, bake sales and bulb planting sessions with Fairtrade discussion. The idea behind putting on the ever popular bake sales and bulb planting sessions was that we would attract a wide audience and not only those interested in Fairtrade. In the event our strategy worked and we had many discussions with people who we wouldn't have reached in a stand alone Fairtrade event.

To promote Fairtrade and the activities to students and staff we used articles, blogs and particularly social media posts.

MN005 Campaigning and Influencing

'To devise and successfully delivered one or more innovative campaigns on Fairtrade, trade justice or ethical consumption in the last year.'

In 2023-24 building on work in the past, UWE Bristol and the Students Union at UWE delivered a concerted campaign on sustainable fashion to students and staff on our campuses, with students taking an active role in driving the campaign. This comprised of awareness raising through communications and events, skills training, the provision of permanent and pop up swap shops and community reuse resources.

The campaign encompassed a whole range of events and workshops to engage staff and students in thinking more ecologically and ethically about their fashion consumption and in raising awareness about the devastating impacts that the fast fashion industry has on people and the planet:

- Establishment of permanent swap shop/sustainability hub at Frenchay campus, relocated to a high footfall area by our main information point – a significant move forward in terms of providing the practical means for students and staff to swap and share fashion rather than buying new.
- Four Swap Shops across all three campus sites, including one of which was a pop-up Swap Shop for a whole month at The Students' Union. We engaged roughly 600 students in total, and 10 staff members.
- Continuation of the SU new Placement Uniform Swap Shop, meeting the needs of our healthcare students
- Two Charity Shop Crawls, engaged 12 students.
- One vintage clothes sale.

- Ten MEND and Makers sessions for clothes repair run by UWE staff and supported by the SU.
- Launch of the free Climate Education Module with a talk from fashion activist [Aja Barber](#).
- Celebration of the launch of the Climate Education Module with a book giveaway - 3 copies of fast fashion activist Aja Barber's Book 'CONSUMED' and 9 copies of 'Planet & Plate' - a sustainable vegetarian and vegan cookbook.
- Launch of the Community Corner at Bower Ashton Campus – a Sustainability Hub for Students and Staff where they can swap and share things.
- Multiple communication resources and social media shares, e.g. a blog, reel and social media posts.

Throughout, we collected data which taken in total shows a considerable increase in terms of adoption of planet friendly behaviours and their commensurate impact on carbon reduction. (For a detailed report including our data collection figures please contact sustainability@uwe.ac.uk).

MN006 Procurement Retail and Catering

‘Any retail or catering outlets owned or operated by the partnership stock Fairtrade certified products in all of the following categories, and are working to increase either the number of lines OR number of items sold year on year: Tea, Coffee, Sugar, Hot chocolate and cocoa, Chocolate, confectionary or snacks, Cotton clothing.’

During the last year despite supply issues, our student union and university Retail and Hospitality teams maintained stocks in all the categories listed and worked to increase in sales. Standard certified products were offered for sale - tea, coffee, sugar, chocolate and confectionary, bananas and snacks, and new products taken on by the SU shop: T shirts from a clothing manufacturer [Neutral](#) and Fairtrade shampoo and conditioner bars.

MN007 Procurement Retail and Catering

‘Any retail, catering or other commercial outlets owned or operated by the partnership to stock at least one Fairtrade certified line in at least two of the following categories (where the category is stocked): Soft drinks, Wine or beer, Health & beauty, Savoury snacks and nuts, Cut flowers, Fruit, Cotton face masks: Review current ranges of FT and look to increase items for sale where possible.’

The SU Retail outlets and UWE Hospitality maintained stocks in 4 of the listed categories – namely soft drinks, fruit, health and beauty and snacks. This year we did not include the category of ‘Wine and beer’ due to problems with supply and lack of a suitable outlet. For sales figures email sustainability@uwe.ac.uk.

MN008 Procurement Retail and Catering

‘To provide up to date and effective Point of Sale (POS) material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade to

growing communities. This POS should be clearly displayed next to the relevant products to avoid confusion and refreshed periodically.'

Fairtrade is advertised in various ways in Point of Sale promotions:

- High visibility screens in the University's Hospitality outlets and SU locations in and around the SU buildings: namely four digital Point of Sale (POS) screens on the bar tills and two digital screens behind the bar; four other digital screens, two in the customer area of the bar and two in the reception area of the SU main building.
- The SU promote on-shelf edges sitting alongside Fairtrade stock in the three shops on our campuses.
- Posters at various cafes and the SU shop at Frenchay are used - a mixture of POS information provided by the Fairtrade Foundation as well as content created by ourselves and our students on work-based learning placements.

In addition, the SU and UWE promote Fairtrade and opportunities to buy products on campus through a variety of SU and University channels in order to reach a range of student and staff audiences:

- The UWE staff events calendar on the intranet for Fairtrade fortnight sales promotions (not accessible by the public).
- UWE staff news items on the intranet (not accessible by the public).
- The Student Union events calendar for [Fairtrade Fortnight](#) promotions.
- The [SU Green Team](#) Instagram channel.
- UWE and SU blog sites.
- The homepage banner on SU website during Fairtrade Fortnight.
- The pop-up banner for all staff on logging onto the UWE computer system (which in 2024 stayed up for the full fortnight).

MN009 Research and Curriculum

'Within the last two years the partnership to successfully carry out relevant scoping activities amongst a broad range of its students and/or staff (not just those already engaged in the campaigns) to inform its Fairtrade work, and to make the findings publicly available.'

Each year we carry out an annual Fairtrade survey which aims to find out about student and staff awareness of Fairtrade, whether they buy Fairtrade products and if so, their motivations, and whether there are any barriers which might prevent them from doing so. In carrying out the survey, we aim to raise awareness of the benefits of Fairtrade, why it is important and where you can buy products on and off campus.

We draft our own survey to make it UWE specific and to limit the number of questions to 6 in order to get a good response (rather than use the longer one provided by SOS-UK). We use a team of students to do the surveying face to face, (rather than on-line), so that we can maximise engagement and awareness raising through that personal contact, as well as gain

additional qualitative data through discussion and comments made by respondents. In order to get a broad demographic of people we go to different areas of our main campus. In addition to the survey we do an annual snapshot short poll of staff attitudes through our UWE wide weekly e news.

As much as possible, we time the surveying to take place during UWE Fairtrade Fortnight – in 2023/24 between 19 February and 3 March. The reason we do the annual surveys to coincide with our Fairtrade fortnight is that our communication channels, shops and cafes all have Fairtrade content and promotions and so it is an ideal time to point people to them with a view to them purchasing Fairtrade and /or attending an event.

On the basis of the surveys we can then make operational decisions; so for example in 2024, we found that there is a need to publicise more widely to students that UWE is a Fairtrade University and why this is important, and to have more point of sale information in our cafes.

MN010 Research and curriculum

‘The partnership to provide and publicise opportunities for students to investigate Fairtrade, trade justice or ethical consumption issues on or off-campus within their course work or dissertations.’

Each year the Sustainability team offers 20-25 days’ work-based learning experience to students to give them real-life research experience focussing on Fairtrade. As part of the project we ask them to prepare practical tools we can use in the following year to raise awareness of and to promote Fairtrade such as powerpoints, blogs, e and paper posters, pricing data and web sources.

The project briefs are circulated to key members of staff and draw interest from students on different courses. In 2023/24, we have taken on Masters students from our Environmental Management and Sustainable Development in Practice courses. This year their focus is on Fairtrade and how it supports farmers and producers to be more climate resilient.

For examples of the briefs and work created by students on placement, please email sustainability@uwe.ac.uk.

As well as approaching academics we flag up our offer for [Fairtrade study projects](#) and we respond to any requests for information or support from students.

MN011 Outcomes

‘The partnership publishes an annual progress or impact report on its action on Fairtrade, trade justice and ethical consumption. This should refer to the tasks and progress made through the SMART action plan and should be publicly available.’

The partnership is committed to publishing an annual progress report on its action on Fairtrade, trade justice and ethical consumption, as witnessed by this report. We cover all aspects of our work - campaigning, leadership and strategy, research and curriculum,

innovation, our impact on the student and staff body through interventions and refer to the tasks and progress made through the SMART action plan. We commit to make the report publicly available on the [Fairtrade progress](#) page under the heading 'Supporters' network'.

Its publication provides evidence of our commitment to public accountability and awareness raising of effective actions taken in support of Fairtrade Trade Justice and Ethical consumption at UWE Bristol by the partnership between the University and The Student Union at UWE.